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A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XVII. NEW YORK, OCTOBER 28, 1896. No. 4.



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"GERALD DEANE" of the BOSTON ADAGE says:

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"If any one imagines that STREET CAR cards are not read much let them some day happen to board a new 'electric' that has not been fitted out with advertising signs, and it will be amusing to watch the passengers glance along the bare spaces, for they seem to really miss the entertaining rhymes as they ride."

Of course they read them and the reason is that we know how to make them attractive enough to be "missed" and looked for.

> GEO. KISSAM & CO., 253 Broadway, N. Y.



Alone and Unique It's the same with the local country weekly.

It stands alone, the sole representative of the country people. To communicate with them that solitary local weekly must be used. Nothing takes its place—there is no substitute.

1,600 of these local publications comprise the Atlantic Coast Lists.
One-sixth of all the country readers of the United States reached weekly.
One order, one electro does the business.
Catalogue for the asking.

ATLANTIC COAST LISTS, 134 Leonard Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 26, 1893.

Vol. XVII.

NEW YORK, OCTOBER 28, 1896.

No. 4.

ADVERTISING A PRESIDENTIAL CANDIDATE.

GENERAL OSBORNE, OF THE NATIONAL REPUBLICAN CAMPAIGN COMMITTEE, TELLS HOW M'KINLEY IS BEING BOOMED-NEWSPAPERS THE CHIEF RELIANCE-SPEAKERS AND PRINTED MATTER-BUTTONS, BANNERS AND BANDS-PAID ADVERTISING.

To speak of "advertising" a Presidential candidate may, to some persons, seem incongruous. Yet campaign work is nothing more than advertising, and the editorials one sees in favor of this or that candidate, the mass meetings, speeches, parades, political comprises the New England, Middle pamphlets, posters, etc., which are and Southern States, with headquarpart and parcel of every energetic ters here at New York. The Western campaign, are merely the various forms of advertisement employed to cago), beginning with Ohio, takes in convince the public of the superior the Middle and Far Western Statesmerits of some particular party or per-

medicine, but the result aimed at in will be necessary for me to tell you each case is the same: "I am what only of what we do here.'
you want. Insist on having me. "And what do you do?
Avoid all substitutes!" This, in sub"The work of the na stance, is the appeal to the people of both patent medicine and politician.

"For that tired feeling," says the

medicine.

"For business prostration," says the politician.

"Take me!" cry both in chorus. "A hundred doses for a dollar," says the medicine.

"An honest dollar and a chance to earn it," says the candidate. And so

they go.

With the idea that it might possibly be of interest to readers of PRINTERS' INK to know just how a Presidential candidate is advertised, I called at the big marble building on Twenty-third street, New York, on the fourth floor of which are the offices of the National Republican Campaign Committee. Wishing to get my information at

first hand, I waited till I could get access to General W. M. Osborne, secretary of the national committee. To him I stated my mission. general smiled when I explained that I had called to interview him on "advertising." At headquarters they call it "politics" However, he kindly consented to the interview, and on my asking to be informed as to the first step in advertising a Presidential candidate, he said:

"Well, our first step was to separate the country for campaign purposes into two grand divisions—the Eastern and the Western. The Eastern division division (with headquarters at Chieverything, in fact, not included in the Eastern division. The two offices are The methods adopted in booming a connected by telegraph and long-Presidential candidate differ somewhat distance telephone; and as they are from those used in pushing a patent conducted on nearly identical lines, it

"And what do you do?"

"The work of the national com-mittee is general. We stand as a sort of parent to the State committees, and these in turn direct the work of the county committees. In this way the work is divided, making comparatively easy what would otherwise be an im possible task. If the fight is hot in a certain county the county committee calls on the State committee for help. If the State is a doubtful one the State committee appeals to the National Committee, and so we aid one another the national committee planning, the State and county committees executing and keeping the national committee posted at the same time as to how things are going."

"What means do you employ for advertising your candidate and party principles?"

"It would be easier," said the gen-

rooms.

The first room we entered was filled State or county committees." to the ceiling with pamphlets, circueral Osborne, "is where we keep our vass?" printed matter. This is only a very small portion of it, however-just enough to fill little orders. Any request for large quantities is forwarded to our shipping department in this city. Since the beginning of the campaign the committee has sent out over one hundred and fifty million pieces of printed matter. Can you realize such an amount - one hundred and fifty million pieces! Enough to supply every man, woman and child in the country twice over."

"Of what does this printed matter

consist?" I asked.

"Pamphlets on the questions at issue," said the general; "speeches by the candidates and other prominent people, McKinley and Hobart's letters St. Louis, cards and folders in which the pending issues are treated in a plain and practical manner, and showing, briefly, rate of wages in silver countries as compared with the United States; little gummed labels bearing catch phrases of the campaign for merchants to paste on their correspond-ence, and-well, look around for yourself!"

"These portraits of McKinley and Hobart," I asked, pointing to two piles of lithographs that seemed to

with them?"

"Give them away," said the gener-"Political organizations send for them to hang on the walls of their club room, merchants want them to display in their offices or windows. Of course we have to use discretion in distributing them-and that reminds me. All through this campaign our idea has services but pay their own way." been to work where it will do the most good. For this reason our strongest to the press bureau, a suite of some

eral, "to tell you what we do not em- efforts are put forth in the doubtful ploy. Newspapers, of course, are our States, although the East, which is chief reliance. Pamphlets, 'leaflets,' solid for gold, is also carefully watched. speeches and public speakers come Certain States have been raked with a next. To these the State committees fine-toothed comb. We not only have add buttons, brass bands, banners, the name and address of every voter, fireworks - everything, in fact, that but we know how he stands-whether will create talk or influence votes. for us, against us, or undecided. To But perhaps you will understand our such a fine point has the work been work better (he added) if you were to carried that before election day every take a look through the committee man whose vote there is the slightest I can explain things as we possibility of influencing will be seen personally by some member of the

"You are conducting, then, in the lars, posters, portraits of McKinley doubtful States, what an advertiser and Hobart, etc. "Here," said Gen- would call a house to house can-

"Exactly."

"Now, here" (he continued), as he led the way into another room, "is what we call our speaker's bureau. This is an important factor in our advertising, as you call it. State committees all over the country send to one of the two headquarters for men to address meetings in their territory, and we have to secure and assign the speakers. It isn't so difficult to secure good speakers, but to know where to place them is sometimes puzzling. You've got to fit your speaker to his audience. Some men who would win votes in country districts would prove flat failures if sent to address city meetings, and vice versa. The speaker who addresses a club of lawyers may of acceptance, the platform adopted at be as classical and recondite as you please, but if a man is wanted to stump the mining towns of Pennsylvania, say, we've got to se d a plain spoken, rough and ready chap, one who is quick at repartee and able to take care of himself if it comes to a row

"Do you draw up the itinerary for

each speaker here?

"No, that is left to the local committees. We simply assign the speaker to the State committee for a certain two or three weeks, and they instruct him as to the towns he is to cover and support the ceiling, "what do you do the dates on which he is to appear at each."

"Are the speakers paid?"

"Some few are. The majority, however, contribute their services voluntarily, the national committee defraying their expenses only the big guns, like Tom Reed and Bob Ingersoll, not only volunteer their

From the speakers' bureau we passed

four or five rooms. One of the first when bread was more nourishing. He things to catch my eye as we entered called their attention to the poor bankrow of hooks, each labeled with the "nail" another lie of the enemy's, name of a newspaper, and on these "It is part of the work of the bur porters as they stand, or if they choose, stand and deliver. to be rehashed into articles of their

future use. Occasionally he pastes in a scrap-book a bit of information concerning the candidates, the platforms, and so forth. how old was A ckinley on his last week. This is set up and cast by the birthday, or any question upon which American Press Association, and the he desires information, the press bureau turns to its scrap-book and is able in the district covered by the New to give the required information in a twinkling.

tors come across a story in a silver latest political news and argument paper that seems important enough to without even the cost of type-setting. investigate. This happened the other making a great hub bub about a cer- didate?" I asked. tain letter which purported to have been written by a certain banker of a borne; "not now at any rate." And certain number, Wall street, who said he was secretary of a certain club. Final- the Republican National Committee ly, in one of the papers they found the went back to his desk. letter itself. It was a letter that was calculated to stir up the workingman. In it the banker abused the "laboring classes" for not working for fifty cents a day when they couldn't get a dollar, Guthridge, who is in charge of the

was the familiar green cover of the ers who, when they cannot get ten per American Newspaper Directory, which cent for their money, are obliged to I f und was used here to determine take eight; and urged the workingman questions relating to the relative im- to emulate the patient bearing of the portance of various newspapers. This meek and lowly millionaire. Alto-bureau, to the writer's mind, is the gether it was a rather "fishy" letter, most interesting part of the great po- so it was clipped and turned over to litical advertising office. It is in charge Mr. Guthridge, who assigned one of of Mr. Jules Guthridge, a well-known the staff to investigate the matter. A Washington correspondent. Mr. Guth- li tle research showed that there was ridge has organized the office with a no such number on Wall street, there view to making it as helpful to his was no such banker, there was no such brother journalists as possible. One club. Whereupon the press bureau large room is set aside for the use of prepared an article reciting these facts local newspaper men, and any infor- and sent it broadcast to gladden the mation they desire can be had here for hearts of Republican editors through the asking. Around this room are a the land, who were thereby enabled to

It is part of the work of the bureau each day are strung the articles and to interview prominent men. When items prepared by the press bureau. one strolls into headquarters the hall Each "story" is manifolded forty or messengers, who are on the lookout for fifty times, and the "flimsies," as the notables, pass the word along, and tissue copies are called, are hung on presently the notable is cornered by the hooks, to be used by the local re- some one of the staff and made to

While I was there, Mr. Matthews, of the Buffalo Express, dropped in, and In one room of the press bureau two though he is a shrewd newspaper nan exchange editors are busy with a pile of himself and announced at the outset papers-the leading journals of each that he was not going to be interparty. One clips a quotable paragraph viewed, it was not long before one of here and there and lays it aside for the staff had notes enough for half a column on the situation in Buffalo and

Western New York. One of the most important works of Then when a letter the press bureau is the preparation of from some editor comes along asking six columns of political matter each plates are furnished free to any paper, York headquarters, applying for them. Editors of country papers are thus en-Occasionally, too, the exchange edi- abled to keep their columns full of the

"Could you give me an idea of what They found the silver papers it costs to advertise a Presidential can-

> "I'm afraid not," said General Osbidding me good day, the secretary of

> > CHAS. L. BENJAMIN.

I had a talk recently with Prof. and blamed them for longing for pie newspaper department at the Republican National Headquarters. In reply to my question, "Has the committee done any paid newspaper advertising?" he said:

"Yes. We have had considerable advertising space in papers, and have used it to set forth the claims of Mc-Kinley and sound money."

"What papers have you used for this kind of advertising?"

"Principally the agricultural pa-

pers."

"Why the agricultural papers?"
"In order to reach the farmers.
The free silver craze is supposed to
prevail among the armers more than
any other class."

"Any other reason?"

"Some of the farm papers have advocated free and unlimited coinage. We desire to present to their readers some of the arguments on the other side."

"Are these papers willing to sell their advertising space for the dissemination of political literature?"

"Most of them are. All they want

is regular advertising rates."

"How much advertising space have you taken in the farm papers?"

"It has varied, according to the size of the paper and the length of the advertisement; sometimes the notices have taken half a page and sometimes a full page."

"Who has prepared your advertise-

ments?"

"They have been written mostly by the men in the employ of the committee."

"Who has placed this advertising?"
"Some of it has been sent out direct from headquarters, but most of it has been placed by the J. Wait." Thompson Advertising Agency of New York."

"What kind of political advertising

has appeared?"

In reply Prof. Guthridge showed the writer quite a display of campaign literature for newspapers. Some of it was set up as reading matter and some in regular advertising style. One of the advertisements, which appeared in the New England Homestead and other farm journals for the week ending October 5th, is headed:

A Few Common S NSE FACTS FOR AGRI-CULTURISTS AND HOME OWNERS.

Then follow five short paragraphs giving five reasons why farmers and all workingmen should vote for McKinley and Hobart and sound money.

L. J. VANCE.

BELOW COST.

It seems to me that we see fewer advertisements nowadays of goods which are claimed to be sold below cost. There are many bargain sales by the big stores and prices are sometimes cut most terribly to get people to buy, but the phrase I refer to does not seem to be in favor as much as it used to be. The fact is people are suspicious of merchants who habitually advertise that they are prepared to sacrifice all of their profit and sustain a loss for the dear public's sake, and think that they are either making deliberate misrepresentations or expect to make up the loss on something else. Merchants know this, and the number who advertise goods "below cost" is growing constantly less. If they have bargains to offer they say so, but avoid phrases likely to excite suspicion and distrust. - Stove and Hardware Reporter.

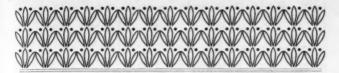
GIVE THEM A SHOW.

There are lines of goods in every department that are rarely shown in the windows, rarely spoken of in the ads and still more rarely made use of in special sales. They are all-the-year staples; they sell at all seasons. People are always ready to buy them, but in some instances they may not know that you have them. Anyway, they don't always think of your store as the place to go for them when they require them, and simply because they have not heard you speak of them or show them. Hunt these strange lines up and give them a front place.-Dry Goods Economist.

PARADOXICAL BUT TRUE.



Hubby—Are you going to attend the grand opening of the new department store? Wiley—No, I think not, the store will be so crowded that nobody can get in.—The Supp y Journal.



THE PAPER WHICH THE MERCHANT PREFERS

THAT paper which is most widely, most thoroughly read.

THAT paper whose every utterance carries weight and conviction.

THAT paper which at all times has the interests of our common country at heart and cannot be deterred from advocating them.

THAT paper is



FREE COINAGE AND ADVERTIS-

By Louis James.

It has been interesting to note the different ways in which the free silver agitation has affected advertising. All manner of changes have been rung on the phrase, 16 to 1; from the dealer who advertised 16 cigars for I dollar to the tailor who offered to dollar suits for the price of I.

Then there is quite a different kind of advertising. It is argued by many that free and unlimited coinage would seriously affect the prosperity of many large corporations, savings banks, trust companies, life insurance companies, building and loan associations. These interests now stand solidly for "sound money," and their bias appears in their advertising. I have be-fore me the recent advertisement of a savings bank, in which the depositors are asked this question: "Your hardearned money was worth 100 cents on the dollar when deposited, do you want to be paid back in depreciated money?"

Quite a number of the large institutions have issued leaflets and pamphlets on the money question. The Fourth National Bank, of New York City, has been distributing a valuable booklet, entitled "Gold, Silver and Paper Money." The Penn Loan Association, of Pittsburg, is sending out a

pamphlet on "Money, and Its Various Kinds." A bank in Buffalo is responsible for giving away thousands of booklets, entitled "The Silver Dollar." Other instances might be added.

There is no doubt that the free coinage agitation has done something towards stimulating one or two lines of advertising. Take, for example, the real estate business. Many shrewd real estate dealers see that, in fear of free coinage, thousands of people are withdrawing their money from savings banks and other places, because they think that they will be paid in a depreciated currency in the event of free silver success. Whether this be true or not, some of the real estate men have been quick to seize upon it, and are advising investors to put their money in land or lots, which will always retain their value. This advertising is probably effective in many

THE proprietors of Williams' Shaving Soap ask, in an advertisement, "Why do men of all parties vote for Williams' Shaving Soap?" and then give these replies :

Sound money men—Because "it's worth its weight in gold."
Silverites—Because they know its "ster-

ling "qualities.
Populists—Because "all men have an equal right to its benefits."
Prohibitionists—Because "it cheers but

not inebriates."



AN EYE-ATTRACTING ADVERTISEMENT OF THE PENNSYLVANIA RAILROAD.

The Test

Of a paper's worth is the progress it makes during hard times. The distress of the small paper, incident to curtailment of business, is the basis of the big paper's opportunity.

THE OREGONIAN

Publishes 30 per cent more news to-day than it did in '93. It never had so many readers as it now claims, and it is steadily advancing.



THE OREGONIAN'S BUILDING. Finest Newspaper Building West of Chicago.

THE OREGONIAN

Daily, Sunday and Weekly Editions. OTHER PAPER IN ITS

ITS FIELD

Population
PORTLAND (OFFICIAL) . 81,342
PORTLAND'S SUBURBS . 17,800
STATE, OUTSIDE OF PONTLAND (APPROX.) . 275,000
WASHINGTON . 375,000
IDAHO 100,000
WESTERN MONTANA . 90,000
BRITISH COLUMBIA . 100,000
TOTAL . . 1,039,142

E. G. JONES,

IN CHARGE OF ADVERTISING.

The S.C.Beckwith Special Agency,

Sole Eastern Agents,

Tribune Building, The Rookery,
New York. Chicago.

Monarch of Montana

The Anaconda, Montana, "Standard" goes daily to 9,500 subscribers, who pay ten dollars a year for it. Among those who read it are the best paid artisans in the country—miners, smelters, laborers—liberal spenders all. These people can be reached through their champion

The Anaconda "Standard"

E. KATZ, Eastern Agent, 230-234 Temple Court, NEW YORK CITY.

For One New Subscriber

FOR PRINTERS' INK.

We offer the American Newspaper Directory for the current year, the regular We offer the American Newspaper Directory for the current year. the regular price of which is five dollars, as a premium for a new subscriber for PRINTERS' INK. The price of a yearly subscription for PRINTERS' INK is five dollars. For ten dollars PRINTERS' INK will be sent to any address from date of subscription to the end of the century, January 1st, 1901, and for every ten dollar subscription received now we will give as a premium a copy of the American Newspaper Directory for 1866, to be sent now, carriage paid, and a copy of the Directory for 1897, to be sent, carriage paid, as soon as issued—about June next.



Send the name of a friend with five dollars or ten, introduce a new pupil to PRINTERS INK, The Little Schoolmaster in the Art of Advertising, and in that way obtain the American Newspaper Directory FREE. Address

PRINTERS' INK, 10 Spruce Street, New York.

Charles W. Dayton, Esq., Fustmaster, New York City:

DEAR SIR—Inclosed is copy of an advertisement which we wish to insert in Printers' like. You will observe that it is stapted from an advertisement at present appearing in the New York Ternapelist. We submit it for the purpose of having it hassed upon by you, because the price of the premium offered it the same as the subscription price of Frinters of Kriston and the wish to use the amountment of such use it to be you open to certifician for you distinct of the Xriston laws. Your reply will greatly oblige your obedient servants,

GEO. P. ROWELL & CO.

[Indexed Premiums.]

Post-Office, New York, N. Y. Office of the Postmaster, October 15, 1866.

[Indexed Premiums.]

Messars. George P. Roseell & Co., 10 Spruce Street, New York:

GENTLARIES—Referring to previous correspondence, I beg leave to say that I am in receipt of a distribution of the property of the property



The Chicago Dispatch

IS THE ONLY SILVER DAILY

Published in Chicago. Its increase in circulation during the past twenty days has been phenomenal. It has jumped from 67,000 to

> Over 100,000 Copies Daily

And is still booming.

Further Comment Is Unnecessary with Judicious Advertisers

OURSED ON THE RESIDENCE OF THE PROPERTY OF THE PARTY OF T

HOME OFFICE.

BASTERN OFFICE. \$17 Temple Cour NEW YORK.

115-117 Fifth Avenue. CHICAGO.

The Youth's Companion

is known by nearly every man, woman and child of this country. A The

Piqua Call

ought to be on the list of every general advertiser.

Do you want

to reach the householders of

The National Capital?

If so, use the advertising columns of

The Washington Evening Star



The Star is the one favorite family newspaper of that place. It is delivered regularly, by carriers, to

----96²/₃----

per cent of all the houses in the city occupied by white persons; and, considering the extent and superior quality of its circulation, its advertising rates are as low as those of any paper in the United States.



New York Representative,
L. R. HAMERSLY,
49 Potter Building.

"Ask Me 3 Questions"

MY rule is to charge for advice and criticism. It is worth what I charge—but many men do not know what it is that I do for the money. To give them an example a sample—a taste, as it were, I offer to answer 3 definite questions about their own advertising and to make no charge for it. I shall answer them carefully and conscientiously as if I were paid \$10 per question.

The questions I am asked most frequently Bre:

How much money to spend? Whether to spend it in newspapers, magazines, trade papers or for circulars, bool lets, posters, street car space or the thousand and one other methods of advertising?

In what proportion to divide the advertising appropriation among the various methods?

Exactly what papers or periodicals to use, and exactly how much space to use?
What price is it right to pay for certain

space or certain printed matter?
What particular features of the business should advertising dwell upon?

How shall the advertising be systematized? How shall results be traced? How shall employees be kept in touch with the advertising that is done? What business methods shall be adopted to

help the effectiveness of the advertising?
How shall the advertisements be worded? Shall they be illustrated or not

Besides the questions which distinctly refer to the advertising, I am frequently asked for advice on business management, the arrangement of stock, the display of stock, show-window display, the appearance of packages. I have even gone so far in some cases as to help decide the quality, character and price of a season's stock of goods.

I am consulted about signs on the outside and inside of the store. A man changing from a credit business to a cash business con sults me as to the best manner of notifying his trade of that fact. I have done all of these things hundreds of times. I have been through the problems time after time. know what ought to be done, and what ought not to be done

I am not asking you to do something that I do not believe in. I take my own medicine. I have paid a great many dollars to a bright man of my acquaintance to come to my office and interview me about my own business. I have found every one of these interviews to be profitable to me. I have paid from \$25 to \$50 each for them, and I do not believe a single one of them has been worth less than \$500 to me.

The outsider's view of my business and the outsider's questions about my business have always stimulated my own ideas. Perhaps what was told me during the interviews was not so valuable as the suggestions developed in my own mind. I believe that much of the value of my own criticism and advice of other business men's methods is due to this stimu-lation of ideas. I believe that these stirrings-up of a man's thoughts about his own busi-ness are worth a great deal more than the

stirrings-up cost.

Ordinarily I charge \$10 to \$25 for a letter of advice and criticism to a retail merchant. cometimes I have to charge more than this, but not often.

To the man outside of the regular retail lines I usually charge \$25 to \$100, but occa-sionally have to charge more. I make a dif-ference between retail businesses and other lines because the problem of the retailer is less difficult to solve. It is comparatively easy to advertise a retail store.

For office consultation with stenographic report of the interview I charge \$50 to \$100. I give these consultations only by appointment, and I prefer to prepare for them with a little preliminary correspondence, so that both myself and my client may be ready to talk business the minute he comes to my office. The interview must not last longer than two hours.

than two hours.

I am ready to go to any place in the United States to study the business right on the ground; to make myself thoroughly familiar with it if the matter is of enough importance to justify the expense.

In this case my charge will be \$100 a day and my expenses, the charge being based on the time I am actually absent from my office.

If I have not made myself perfectly clear and if there are nny questions you would like to ask me I shall be pleased to answer them.

Charles Austin Bates. Vanderbilt Building,

New York. Plans, Advice, Writing and Illustrating for Advertisers.

PAGE 8 OF OUR BOOK

"Rules for Advertisers."

Premiums When publishers offer premiums to swell subscriptions, subscribers buy the paper for the premium and not on account of the excellence of the paper. WE offer no premiums, our readers buy the papers for the papers, they read them-that makes advertising in these papers valuable.

Amount of Poor paying papers have little advertising. Papers that pay the advertiser have well filled advertising columns. Boyce's Weeklies have three times as much advertising as any other, weekly newspapers in the world. Moral is plain.

Sensational

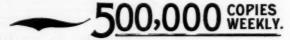
The greatest successes are sensational **Papers** papers. People like sensation if it's clean. Readers of sensational papers are money spenders.

Flat Rates We allow our advertisers to cancel their ads if they don't pull. We have therefore a flat rate. Equitable, fair, popular.

Agents Wanted

Page seven in the BLADE, LEDGER and WORLD has an "Agents Wanted" column. For live working agents no papers surpass Boyce's Weeklies. Experienced advertisers say this.

BOYCE'S BIG WEEKLIES



\$1.60 per Agate line per issue.

W. D. BOYCE CO., 115 Fifth Avenue, Chicago.

CYRUS H. K. CURTIS.

and proved his success as a salesman, than he determined to become a publisher as well. To this end appeared the Young America, size 6x3, consisting of four pages, and modestly styling itself "the best and cheapest monthly in America." Its price was two cents per number, and the name of Cyrus H. K. Curtis appeared for the first time as editor and publisher. The fact that the publisher and editor was also

typesetter and agent was not so loudly his first editor Mr. Curtis received the stated. prise.

garded every opportunity and position gave the Journal its first success. as so much valuable experience in the to explore.

circulation of 48,000 copies. To this periodical Mr. Curtis gave his closest Cyrus H. K Curtis was born at Port- attention and finest skill, until the idea, land, Me., on the 18th of June, 1850. or inspiration rather, of the Ladies' At the age of twelve he determined to Home Journal occurred to him. The spend his spare hours in business; and Ladies Home Journal was in reality although a large part of his day was the offspring of the Tribune and required by his school attendance, dur- Farmer. In this weekly there had ing the remaining hours he sold news- been a department devoted to home papers. As the war news was con- reading, containing articles and sugstant, newspapers were in demand, and gestions specially directed to women. the lad, by his enterprise and reliabil- From the correspondence received in ity, soon established a lucrative news connection with this department Mr. route. One of his characteristic feat- Curtis became convinced that this womures both as boy and man then ex- an's column was proving very popular. hibited itself. Success in any one line As the space originally allotted in this always moved him to fresh energy and connection had been very much exceedexertion in another direction. No ed, Mr. Curtis decided to start a monthly sooner had the lad established his route publication for the purpose of using in

CYRUS H. K. CURTIS.

it the overflow matter of this home department. When asked for a name for this supple. mentary periodical, Mr. Curtis suggested it be called the " Ladies' Tournal," but by a lucky accident the artist who designed the title inserted the word "Home." first subscription was for the Ladies' Home Journal, and the title has remained. It was: at first a sixteenpage monthly. In:

Success attended this enter- most valuable assistance and constant, unremitting, capable labor of "Mrs. At the age of eighteen young Curtis Louisa Knapp," who, during the first migrated to Boston, where he entered years of the *Journal's* existence, per-the advertising business, later becom-formed all the work of the managing ing interested in the publication of editor, planned its literary conduct, several periodicals in that city. His arranged for articles, examined all ambition, however, being to control manuscripts, and herself contributed and direct interests much larger-but many valuable articles to its pages. It always in the same line-he sagely re- was her skill, taste and industry which

Finding, however, that the growth direction which he planned ultimately of his periodical was so enormous, and explore. that its editing was becoming a matter In 1876 Mr. Curtis established in requiring all the working hours of the Philadelphia a weekly periodical, called day, Mr. Curtis determined to secure the Tribune and Farmer, for which he some one to edit his growing magsecured, in a short time, a bona fide azine. To this end he selected Mr.

Edward W. Bok. Mr. Curtis then business relations and respect in all his turned his attention to the business affairs of his magazine. By his dis- to receive suggestion and he is always criminating judgment, unflagging per- on the alert for new ideas.-Frances severance and unresting energy, he has E. Lanigan, in the Home Magasine. made the magazine which he founded and fostered a synonym for substantial success.

Following this division of labor came the enlargement of the magazine, the securing of complete and capable staffs of writers and artists, and the increase in its subscription and advertising rates. As a result of all these changes the monthly circulation in December, 1895, reached 750,000 copies. The tremendous growth of the circulation of the Journal is valuable to its publisher not only as a sign of success, but also as an indorsement of his methods.

Mr. Curtis' first move in establishing the success of the Journal was to advertise it extensively. No other magazine has ever been so generously advertised, and the wisdom of this policy has been more than justified. On the subject of advertising Mr. Curtis has been quoted as saying: "I believe in taking my own medicine in this respect. I want business men to advertise in the Journal, and to show them that I believe in the principles which I advance, I advertise largely myself. It pays to do so in every way. A man can never advertise too much, so long as he is judicious, has something which the public wants, and exercises careful judgment in the selection of his me-

The keynote of Mr. Curtis' business principles is honesty. He believes that without the most scrupulous honesty no permanent success can be secured in the commercial world. He detests deceit and shams of every sort, and demands from his employees most absolute and unswerving exactness both in labor and conduct. The employees of the Journal number about four hundred and seventy-five, half of whom are women.

Mr. Curtis is connected with many among them being the Union League and the Manufacturers' Club. He is a stanch Republican in politics. Of 11. piercing and shrewd in expression. He inspires absolute security in all his ing it profitable.

personal dealings. His brain is quick

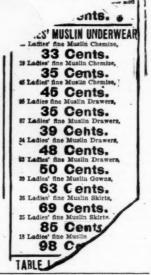
A CONTRIBUTOR to The Editor gives some excellent rules which those who write for PRINTERS' INK should keep in mind :

Don't write on both sides of the sheet. Don't write with a pen if you have a type-

writer. Don't write with a quill pen, anyway.
Don't write with red or blue ink.
Don't write with a pencil.
Don't write on too thin paper.

Don't write on envelopes or scraps of paper. Don't write at all unless you have something to say.

The last rule is the best in the lot. It will often make attention to the other rules unnecessary.



THE portion of an advertisement organizations in Philadelphia, notable above reproduced is taken from a full page advertisement, in the same style, in the Kansas City World, of October It well illustrates the present slight physique, his eyes are dark, tendency of dry goods advertising to become a mere catalogue of bargains. He wears a full beard and dresses well This tendency is rapidly making its and in extreme good taste. His man- way in all retail advertising, the eagerner is extremely devoid of pretense, ness of the public for low prices mak-

HENRY SIEGEL.

The distinctive trade-mark of the Siegel-Cooper Co. reproduced below THE J. WALTER THOMPSON ADVERTISis seen on the company's building, on its wagons, on its envelopes, in numerous places throughout its vast establishment and in its advertisements wherever they appear. Every one recognizes it at a glance. Note the peculiar character and form of the initial letters. Wherever the name of the company appears the style of the letters composing it is uniform. The success with which this uniformity has been carried through the advertising matter of this great department store is one of the conspicuous indications of a remarkable mind, a wonderful To one who has not organizer. thought on the subject what is here referred to would seem a thing easy enough to accomplish. Let him try it in his own business and see how he comes out. The advertiser who can burn his "mark" on the public mind, so



that the sight of it immediately suggests his business, has accomplished a feat that is exceedingly difficult, but which is worth all the effort it costs. It can be done more quickly, more effectively by the persistent use of one design,

and one only.

Mr. Henry Siegel, the head and brains of the great department store, is a Hebrew, about forty-five years of age. For many years he was a traveling salesman for the firm of Siegel Brothers, cloak makers, New York City. He entered into business on his own account, in Chicago, about nine years ago. What he has since accomplished is well known. He is a small, slight man, of a light complexion. He rises early; his breakfast is a cup of coffee and a roll. Sometimes he gormandizes to the extent of adding an egg to his bill of fare. His mind is on his business, and a wonderful mind it must be, too, to have accomplished so much and to have done it so quickly.

IT does not pay to exaggerate in pictures any more than in words.

THE GENERAL ADVERTISING AGENCIES OF N. Y. CITY.

ING AGENCY.

The J. Walter Thompson Advertising Agency is the successor of Mr. Wm. J. Carlton. Mr. Thompson had previously been a canvasser for Mr. Carlton. The latter had made a specialty of magazine advertising. When Mr. Thompson bought out Mr. Carlton he put his whole energy into developing this branch of business. which, from that time, has been recognized as one of the most lucrative outgrowths of advertising.

Gradually the business of Mr. Thompson's agency expanded until now he is ranked as one of the leaders in the line, with an office in The Rookery, Chicago, besides those in the Times Building in New York. During the past year he organized his

agency into a stock company.

Mr. Thompson is a brisk, wideawake man of about fifty-pushing, enterprising and sagacious. He has had large interests outside of advertising. Among his customers may be mentioned: Fibre Chamois, Meriden Britannia Ware, Ladd & Coffin, Pabst Brewing Co., Brown's Shoe Dressing, Prudential Insurance, Warner Bros. Corsets, Cosmo, Buttermilk Soap, California Fig Syrup, Cluett, Coon & Co., Nubian Fast Black, Pyle's Pearline, Durkee's Salad Dressing, Murphy's Varnishes, Gormully & Jeffery's Bi-cycles, Canfield's Dress Shields, Samuel Cabot, Bar-Lock Typewriter, Densmore Typewriter, Caligraph and others.

DR. PIERCE'S IDEA.

The one point in Dr. R. V. Pierce's address before the Association of Manufacturers and Wholesale Dealers in Proprietary Articles is expressed in the following sentence:

"I believe that if a few of the large proprietors who advertise extensively would establish a kind of secret service bureau for the special purpose of investigating circulations, many of the mediums now represented to them as of great value would, under such a system, be found to be comparatively worthless, and that it would greatly reduce the expense of advertising and make that done more profitable.

It would not be either difficult nor specially expensive to put in practice the plan suggested. If carried forward intelligently it would have the good-will and efficient aid of the pub-lishers of all the more deserving journals, and it would be quite possible for such a bureau to weigh with fairness the quality as well as quantity of circulation. The newspaper directories are able to deal with only the number of copies printed, while the disposition made of these is doubtless of nearly as much consequence to the advertiser in estimating the capacity of the paper to advance his interests.

THE advertiser who is intelligent enough to know that advertising, like everything else in the world, has its limitations will not expect it to accomplish the impossible.

DANGEROUS ENGLISH.

The veteran Sig. Arditi is about to cele-brate the sixtieth anniversary of his debut at Milan as a boy violinist by issuing a volume of Reminiscences. Many funny stories are told about the famous maestro and his efforts-at expression in the English tongue. Some at expression in the English tongue. Some-years ago at the promenade concerts, Mdlic-de Lido had been detained by a railway break-down and, having so time to put on-evening attire, she sat for the moment in a private box while the conductor begged the indulgence of the audience, who maturally would have been astonished to see her in-traveling costume. Sir Arditi boldly took, the plunge. "Ladies and gentlemen," he said, "Mdlie de Lido is undressed in a box. But she will sing if you weesh." And the wicked promenaders laughingly shouted an immediate affirmative.—Exchange.

DELICATE.

Father Rocks-Yes, my daughters; honesty

is the best policy.

Nellie Rocks—How do you know, papa?

Have you tried both?—Brooklyn Life.

54 SIXTH STREET (CORNER LIBERTY).



A BLOT ON A FAIR PICTURE

Is not more noticeable than the loss of one or more front teeth from the mouth of pretty woman. We re-

point, and by the aid of the illustra- lacks teeth look into the matter.

THE portion of an advertisement tion burns it into the mind of the readhere reproduced is taken from a Pitts- er. Such an advertisement certainly burg paper. It makes an excellent seems calculated to make a woman who

NOTES.

THE New York Tribune, having swallowed whe Recorder, now has the franchise, and may, it is said, soon issue an evening edition.

Manly M. Gillam, once of Wanamaker's, later of Hilton, Hughes & Co., is now business manager of Mr. J. Brisben Walker's Cosmopolitan Magazine.

THE most curious paper weight in the world is said to belong to the Prince of Wales. It is the mummified hand of one of the daughters of Pharaoh.

"FLOATING newspapers" is a term used in England to designate the enterprise of cerstarting, but never establish public journals.

-Newspaperdom.

Munsey's new \$300,000 plant in New Lon-don is "to let," and the magazine will be printed in New York—as it ought to be. It is an added proof of Mr. Munsey's ability that he is not afraid to admit a mistake.

It is said that when Richard Harding Davis met Li Hung Chang in St. Petersburg the latter asked, "What do you do?" Davis replied: "I write books," "Why do you write?" asked Li. "Are you not strong enough to work?"

A Panis daily recently contained an advertisement for a person of fine and distinguished physique, to attend in the waiting room of a physician, in the capacity of a "cured patient."—Journal of American Medical Association.

A ser of posters in the interest of No-to-buc has been designed by Maxfield Parrish, the recent winner of the Century poster context. They seem to be exceptionally excellent in their capacity for immediately attracting attention—a went that many posters lack. tention-a merit that many posters lack.

THE Schlitz Brewing Co. have put up for their Boston agency a number of sheet-iron posters. They are the size of and resemble a three-sheet poster, done in colors. They will withstand inclement weather. To make them look more like a poster they have a

frame made of molding.

THE efforts of W. E. Skinner, of New York, to organize the mail order advertisers into an organization for mutual benefit has met with much encouragement in Boston. Every one there thinks it would be a good thing if con-certed action was taken to bring about reforms in the Post-Office Department.

JONATHAN NEWTON HARRIS, of New Lon-don, Conn., who died on Sunday, Oct. 18th, was a millionaire. He was born in Salem, Conn., Nov. 18, 1815. In 1845 he became as-sociated with Perry Davis & Son, of Provi-dence, a patent medicine house, and became In this general agent for the United States. connection he laid the foundation of a vast fortune. In 1851 he formed the par aership J. N. Harris & Co., of Cincinnati, Ohio, con-trolling the sale of certain patent medicines in all States and Territories west of the Allegheny Mountains. He was also president of the Fellows Hypophosphites Company. Mr. Harris gave large sums to churches and for education. He gave \$100,000 to found the Harris School of Science in Kioto, Japan, which is connected with the Dochisha Uniwhich is connected with the Dochsian University. He was president of the Mount Hermon School for Boys at East Northfield, and to that and the Moody School at North-field he gave \$50,000. He was a director in field he gave \$50,000. He was a

A confectioner's advertisemen, may properly consist of puffs.

A BURNING QUESTION.

" Dearest.

He stopped reading his paper long enough to ask what his wife might want.

"When they mark the dollar down to fifty-three cents will it be every day or only on Fridays?"—Indianapolis Journal.

Classified Advertisements.

Advertisements under this head two lines or s without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

S POKESMAN-REVIEW, Spokane, Wash.

CLAPPER PRINTING CO., Wooster, Ohio.

H. D. LA COSTE, special newspaper representative, 38 Park Row, New York. Dailies only.

APERS that lead in their locality represented by H. D. LaCOSTE, 38 Park Row, New York.

THE VINDICATOR, Youngstown, Ohio. 8.400 d. and 8., 6,000 w. Wants first-class advertiseand 8., 6,000 w. ments only.

DAYTON (Ohio) MORNING THES and EVENUE NEWS, 14,000 daily, create a "want" for prop-erly advertised goods.

WANTED-More printing from the class of people willing to pay for the best. WM. JOHNSTON, 10 Spruce St., N. Y.

S UCCESSFUL manager and circulation builder of experience wants management of daily or leading weekly. "MAN.," Printers' lak.

HOW to Engrave—Do you want to learn the art of half-tone and sinc etching ! Address for terms, D. C. BITTER, 67 Washington St., Chi-

S YSTEMATIC letter advertising pays! Correspondent, with successful experience in this branch, is open for position. Address "R. T. R.," care Printers' Ink.

M ANUFACTURERS of salable novelties, which can be retailed through the mails for lic. or lbc., are asked to send particulars to "H. L. S.," Box 2008, Station A, Philadelphia.

A LL-ROUND newspaper man, printer, reporter and editor, wants position, city or country, South preferred. Steady, reliable, unexceptional references. "H. L.," care Printers' Ink.

M ORE money in mail order business than any-thing else. No interference with other oc-cupation. We tell you how and furnish every-thing. Samples, etc., 180. THE NATIONAL INST., P. I., 108, Chicago.

L IVE young newspaper man desires a perm rent position. Experienced printer as writer. Salary reasonable, At liberty Nov. is Good references as to work and character. A dress E. R. LINDNER, care Printers' Ink.

If you want to reach 30,000 hotel and restaurant men, or any part of that number, and desire to reach any Batte or States, our circular will show you how you can do it effectively, and for one-third of what it would cost you. MCMENAMIN & CO., Hampton, Va.

EVERY live advertiser wants to see our latest styles—Satanick, Jenson Italic—and our latest Cushing-type pamphel. We have produced good things, but these are better. AM. TYPE FOUNDERS' CO. See list of branches under "For Sale." Specimens ready at nearest branch.

MANIFACTURERS' broker. Desirable lines waist, underwar-aniste and dry goods, notions, cloaks, wrappers, waists, underwear-anything or everything in ladiee' ready-made wear-wanied to handle on commission throughout West Virginia and Ohlo. C. S. JACKSON, Manufacturers' Agent and Broker, Parkersbur". W. Va

I WANT a position as advertising man with a house that is willing to pay \$55 a week long enough to permit me to show what I add a house and a pocularly valuable experience in action high-class business literature as I have in the past year. I can furnish at references. "A. D. V.," care Printers' Ink.

SOUTH AFRICA-Write THE GARRISON AD VERTISING & PRESS AG'CY, Johannesburg.

CLOTHIERS and men's furnishers—why not own and publish your own paper! We can furnish you monthly with any quantities of Men's Affire, published under your own name, with your page ad, and gire you sole publication rights in your town. Very low terms. Send for particulars. LEAGUE PUBLISHING CO., Lexington Building, New York.

SPECIAL WRITING.

A FTER election many papers will need my Ed. services. A few can have them if they write in time. G. T. HAMMOND, Newport, R. I.

ADVERTISING AGENCIES.

I F you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspond-ence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

ADDRESSES FOR SALE.

I 1878 of names in any trade, in any country, §1. Information on any commercial subject. Credit reports on firms anywhere. In U. 8. \$1, in Europe \$2, in Latin America \$3. Agents everywhere. Ten years established. ASSOCIATED TRADE & INDUSTR'L PRESS, Waan., D. C.

ADDRESSES AND ADDRESSING

I OWA and Neb. lists, new and full. Addressing also. Write C. H. JUDSON, Council Bluffs, Ia.

W E address and deliver advertising matter in cost of characteristics and vicinity at much less than cost of characteristics and vicinity at much less than cost of characteristics and of vice-sional addresses throughout the world. Send for circular. HOWE ADDRESSING CO., 236 So. 8th St., Philadelphia, Pa.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt. THE BUCHER ENGRAVING CO., Columbus, for proofs.

CUTS for catalogues, souvenirs and boom editions. Write for proofs. BUCHER ENGRAV-ING CO., Columbus, O.

BEAUTIFUL illustrations and initials, 5c. aq. inch. Handsome catalogue 10c. AMERICAN ILLUSTRATING CO., Newark, N. J.

M AKE your own advertising, illustrating, em-bossing plates. Engraved in one minute. No etching. Particulars for stamp. HENRY KAHRS, 240 East 33d St., New York.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water

CHALK plates recoated, half cent an inch.
BYRON POPE & CO., Cleveland, O.

STEREOTYPE, linotype and electrotype met-als, copper annodes; zinc plates for etching. MERCHANT & CO., Inc., 517 Arch St., Philadel-

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L'&d, 10 Spruce St., New York. Special prices

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

MAIL list type and machines can be bought best and cheapest from AMERICAN TYPE FOUNDERS' CO. See list of branches under "FOF Sale."

PRINTERS.

'l'HE LOTUS PRESS, 140 W. 23rd St., N. Y. City. (See ad "Advertisement Constructors").

BOOKLETS-Best work and lowest prices on earth. CLAPPER PRINTING CO., Wooster, O. WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—ome to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

ADVERTISING MEDIA.

40 WORDS, 5 times, 25 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

A COSTE'S List. Good papers in active cities.
Rates low. 38 Park Row, New York.

A DVERTISERS' GUIDE, New Market, N. J. 6c. line. Circ'n 3,000. Close 24th. Sample free. CATHOLIC NEWS, 40,000 copies guaranteed every wk. No sample copies, 13 Barclay St., N.Y.

Y OUNGSTOWN VINDICATOR, 8,400 d. and S., 6,000 w. H.D.LACOSTE,38 Park Row.N.Y., Rep.

A NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

L EADING newspapers in Southwestern Objection (outside Cincinnati), Dayton Morning Times and Evening News, 14,000 daily.

DETROIT COURIER. The society and hom paper for Wayne County. 30 years old. 5 cents per inch, 10 per cent off cash with order.

THE PIQUA CALL "wants" advertisers who want results. Larger circ, than all other Piqua dailies combined. LA COSTE, New York.

THE GENEVA DAILY TIMES, only daily in On-tario County. Circulates in 30 towns. Sub-scription price to farmers \$2.00 a year. Leading advertising medium in its territory.

BILLBOARD ADVERTISING reaches nearly every billposter, distributor, sign writer, poster printer and fair in the U. S. and Canada m'thly. Sub'n \$1 per yr. 25c. line. Cincinnati,O.

THE GOLFER for 1897 will be invaluable toadvertisers of good goods of all description advertisers of good goods of all description advertisers of good goods of all description advertisers to the properties of the state of the state

GOOD HOUSEKEEPING.

Springfield, Mass.,

gives first-class service and appeals to the very best class of American housekeepers, who are really the buying class, and hence the most profitable ones to appeal to.

Woman, as a rule, guides the family expenditure, and makes most of the purchases for all the good things of the home.

Hence the well-known and generally accepted TYPE—The leaders of type fashions. AM. TYPE -axiom that "woman's good taste and judgment FOUNDERS' CO. Branches in 18 cities. unlock the pocket-book." One of the best mediums to reach over 50,000 families is Good-HOUSEKEEPING.

Published monthly by Clark W. Bryan Co. Address all communications about advertising: to H. P. HUBBARD, 38 Trues Bldg., N. Y.

BILLPOSTING AND DISTRIBUTING.

B. CRAIG, 319 Lexington Ave., Hastings, Neb., population 15,000. Licensed bilipost-ing, tacking, distributing. Owns and controls all boards and privileges. 20,000 square feet of

FOR SALE.

BUYS 4 lines. 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

HALF-TONES for all purposes. A limited quantity at greatly reduced rates. LLOYD ENG. CO., Wyalusing, Pa.

TCHING plant for sale, including necessary E-machiner; also railing machine, Washington and army hand presses, etc., etc. D. C. BITTER, 67 Washington St., Chicago.

A SNAP in healthy Tennessee; clean, live paper entire new plant, cylinder press, Gordon job ber, point system; \$750, \$500 down. Reason, good traveling job offered. "SNAP," Printers' lnk.

JRINTING PLAYES—Everything for the printers ins.

JRINTING PLAYES—Everything for the printer is the second hest when the best cost no more! AMERICAN TYPE FOUNDERS' CO., Boston, N.Y., Phila, Bait, Buffalo, Pitta, Civeland, Cinn., Chicago, Mil., St. Louis, Minn., Kanasa City, Omaha, Denver, Fortland Core., Frisco. Buy everything in one place, and save money and trouble.

in one place, and save money and troubes, at 100 cents on the dollar. No slaughter sale. Combination business—independent daily, semi-weekly, job office, bookbindery and bookstore, in first-class, growing Indiana town of nearly 10,000 inhabitants. Will sell whole or half of the establishment, or printing and binding establishment and bookstore separately. Don't write unless you have cash or its equivalent. Well When the Bee, Tolledo, Ohio.

ADVERTISEMENT CONSTRUCTORS.

PITOT ADVERTISING CO., Newark, N. Y.

SELL the fruit of my brain. H. ALBERT PERSHING, South Bend, Ind.

GILLAM & SHAUGHNESSY, Advertisers, 623 & 624, Temple Court, New York. Write.

PETAIL grocers and druggists: Got what you want. Write me. JED SCARBORO, B'klyn REALLY good cuts at really moderate prices.

3c. stamp brings circulars. R. L. CURRAN,
150 Naseau St., New York.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

A PROMISE from us is better than a guarantee from most printers. We never disappoint on time or quality. Try us. THE LOTUS PRESS, 140 W. 33d St., N. Y. City.

A D experts wanted to see a perfect example of type advertising, called the Cushing Pam-phlet. It's delightful. AM. TYPE FOUNDERS' CO. See list of branches under "For Sale."

2 ADS for a dollar, with electros of little cuts of or each, to any new customer who can allow me three weeks to do this in. Cash with order always. R. L. CURRAN, 150 Nassau St., N. Y.

If you can give me four weeks' time I will write a booklet and furnish a little cut for the cover for \$5. Not over 16 pages. Cash with order always. R. L. CURRAN, 150 Nassau St., New York.

A LL the borders and type used in PRINTERS' INK are at the disposal of people who have their advertisements put in type by me. WM. JORINSTON, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

A DVERTISERS wanting one of our 8-page "Business Building Booklets," with a cut on the cover, for \$5, must write at one. Correspondence solicited on any advertising topic. THF, ADVERTISER'S AGENCY, From Mutual Bidg., Phila.

Y ES, Wright can write a right good ad in poetry or prose; Twill make your downeast heart more glad as business toward you flows. They're winners! Trial ads 50c. Send full par-ticulars. WRIGHT, 157 W. 78th 8t., New York.

DEMIGNING letter-heads is a branch of our business. We can put beauty on business stationery. We will design a letter-head and furnish a plate to print from for \$5. For more money we will furnish finer work. Write to us about letter-heads. MOSES & HELM (C. Dan Helm, Bert M. Moses), 111 Massaus Rt., New York.

Hundreds of retailers are planning for more goods than they can sell without our help. We can do it without question and without doubt. The can do it without question and without doubt. The can do it without question and without doubt. The can do it without question and without doubt. The can do it without question and without doubt. The can do the can doubt the can do the can doubt the can do the can do

WE have fitted up modern offices. We have the necessary reference books. We have tools in plenty. We have every needed thing to turn out good advertising matter. We really we are willing, we are antious to have our writing and illustrating compared with anybody elies's—bar abobdy. We always have time to talk to visitors who mean business. We in 7 the advertisers to call at our offices and let us show them what we can do and have done. MOSES & D.M. (C. Dan Helm, Bert M. MOSES), 11 Nassau St., N. T.

(C. Dan Helm, Bert M. Moses), Ill Nassau St., N. Y. ASK me three questions. I charge from \$0 to A. \$8 to five a letter of advice about advertising. That seems a good deal to those who do not know what I do for the money. I wish to increase my acquaintance with merchants and manufacturers whose business is important enough to justify the employment of the best-the very contract of the contract of

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class, cost 50 cents a line, for each insertion. One time inserted one year, 51 cocks, for \$30, 6 months for \$12,3 months for \$6.30, or 4 cocks for \$22. For the publisher who does not find the heading he wants a new heading will be made to specially fit his case.

AGRICULTURE.

BREEDER AND FARMER, Zanesville, O.

BOOTS AND SHOES

BOOTS AND SHOES" WEEKLY, N. Y. City.

DIRECTORIES.

AMERICAN NEWSPAPER DIRECTORY, 10 Spruce St., New York. Price \$5. EDUCATIONAL.

THE SOUTHERN SCHOOL, Lexington, Ky., 1886, sworn circulation 6,0% copies weekly—larges circulation in Ky. outside of Louisville. Official organ Ky. and Ala. State Boards of Education. Rates and sample copy free.

GROCERIES.

GROCERY WORLD, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents of any grocery journal published in the world. Send for free sample copy.

HOUSEHOLD.

DETROIT COURIER. The family and society pa-per of Wayne County. 30 years old. 50 cents per inch, 10 per cent off cash with order. MOTOCYCLE.

MOTOCYCLE, 1656 Monadnock Block, Chicago.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a fundred. No back numbers.

If For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to January ist. 1801 the end of the century. possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate. If Publishers desiring to subscribe for Paurines in K for the benefit of advg. patrons may, on application, obtain special confidential terms. If any person who has not paid for it is resulberfixed in his name. Every paper is stopped at the expiration of the time paid for.

New York Offices: No. 10 Spruce Street. London Agent, F. W. Sears, 108 Fleet St. Chicago, Benham & Ingraham, 315 Dearborn St.

NEW YORK, OCTOBER 28, 1896.

DURING an exciting political campaign people read more newspapers, and read them more closely, than at any other time. An advertisement inserted now gets an excellent chance of being read.

Dr. PIERCE of Buffalo believes that, if a few of the large advertisers would establish a kind of secret service bureau for the special purpose of investigating newspaper circulations, many of the papers represented to be of great value would be found to be comparatively worthless.

EVERY new advertiser should begin in a small way, and move cautiouslyfeeling the way as it were. If, while advertising in a small way, he makes mistakes, they will not cost him much. On the other hand, if he begins on a large scale, a single mistake may involve the loss of a large sum.

BARGOMANIA is suggested by PRINT-ERS' INK as a convenient word to describe the hunger for bargains prevalent at the present day. It is more convenient than saying the "bargain instinct" or the "thirst for bargains" and other phrases for describing the condition in question. If any one has a better word, PRINTERS' INK will be glad to give it publicity.

IT is announced that St. Paul's Universalist Church, of Chicago, will very soon utilize the billboards in an advertising campaign. The church is probably the richest congregation in Chicago, and has often been called "the church of the millionaires." The aim of the prospective advertising is to attract the masses, and thus widen the to the kindest and best intentioned scope of the church's work.

Dr. R. V. PIERCE says that no publisher has any reasonable ground for refusing to verify his circulation. On the other hand, many a respectable publisher regards his circulation as his private business, and resents as an impertinence any inquiries concerning it.

THE October number of the Street Railway Journal is a souvenir number containing 350 large pages, printed on highly calendered woodcut paper and profusely illustrated by excellent halftones. The number weighs sixty-three ounces, and is one of the finest specimens of trade journalism PRINTERS' INK has ever seen.

In the Music Trade Review the John Church Co. advertise: "If the country goes for gold, songs of praise will peal forth, and every right thinking man will want the Everett piano in his house to add to the gladsomeness. Dealers will do we'll to provide themselves." Query: If the country "goes" for silver, what will happen to the Everett piano? Also, will there be a boom in the business of supplying sackcloth and ashes?

HAS any reader of PRINTERS' INK ever seen the advertisement of an oculist? We mean oculist, not op-tician. The oculists appear to observe the physicians' code of advertising ethics-which means that they do not advertise at all-far better than their brothers in other branches of the medical profession. Printers' Ink will be pleased to see the advertisement of an oculist-not of an optician-that any of its readers may have stumbled upon.

"THIS is the first failure among agencies doing a reputable business for some time," is the comment of the Bulletin of the American Medical Publishers' Association, referring to the recent assignment by the advertising agency of Herbert Booth King & Brother of New York. I: thirty years no leading first-class advertising agency has failed to meet its financial obligations as they mature, but the practice encouraged by newspaper men of allowing the agent's commission without question to any one who chooses to print the words "Advertising Agent" on his letter-head results in frequent losses of cash and temper among newspaper men.

CAPITALS are not necessary to display. They often make an ineffective where a copy of the American Newsdisplay, simply because the eye of the reader takes them in less readily than lower-case letters. Bold faced lower- INK. There is nothing irregular about case letters are usually preferable.

Cyrus H. K. Curtis once said: "I ment an admission that its exclusion of will not contract for an advertisement PRINTERS' INK from the mails as by the year. Some of the worst ad- second class matter in 1892, because a vertising I have ever done has been subscription to the paper was sold put out because I had space that I was with a subscription to the Directory, obliged to use. I would rather pay more for an advertisement and have it Department will still protest against when I wanted it." Inasmuch as the advertising of the Ladies' Home Journal is admitted to be the best maga- book to the purchaser of a \$5 paper is zine advertising that has ever been regular and correct. The right of done, it would appear that there is PRINTERS' INK to be carried in the something in Mr. Curtis' idea.

Transcript, Philadelphia Ledger, Baltimore Sun, Washington Star, Cleve-land Leader, Chicago Tribune, St. Louis Globe-Democrat, Portland Ore-gonian and Galveston News are the best examples of American daily newspapers which still retain a good deal of their old-time influence over their readers and are looked to by subscribers and their families with something of the respectful regard that is extended to the attorney, the doctor and the minister. Their opinions are sought and valued, while in the case of the more modern, or rather the more sensational, journals the opinions of readers are not more influenced by them than they are by a circus poster.

In the San Francisco Argonaut a series of reading matter paragraphs are appearing that impress one as something rather new in the advertising Here is a specimen:

Marry This Girl, Somebody! Mnrry This Girl, Somebody!

I have been reading in your paper about several men and women that have been very successful selling self-heating flat-irons, and I concluded I would see what a girl could do. I have worked 12 days and have sold 131 irons and have ask dollars left after paying all expenses. Everybody is delighted with the iron and I sell one almost every place I show it, as people think they can't afford to be without one, as they save so much fuel and time and don't burn the clothes. I know I can clear five thousand dollars in a year. I can clear five thousand dollars in a year. How is that for a girl? A GRADUATE.

I can clear nve thousand dollars in a year. How is that for a girl? A GRADUATE. Splendid, my girl, splendid, you are a true American girl. Any one can get complete information about the self-heating iron by addressing J. F. Caser & Co. St. Louis, Mo. It seems to be a winner, as everybody selling it writes in the vertice.

it writes in its praise.

In an advertisement printed elsepaper Directory is offered as a premium for a new subscriber for PRINTERS' the offer, yet it has taken the publishers of PRINTERS' INK nearly five years To the writer of this paragraph Mr. to obtain from the Post-Office Departwas all wrong. It is possible that the giving a \$5 paper free to the purchaser of a \$5 book, but presenting the \$5 mails at one cent a pound was restored to it in June, 1803, but the \$24,832.50 THE New York Tribune, Sun, extra postage exacted before the Post-Evening Post, Brooklyn Eagle, Boston Office blunder was corrected has never been repaid.

> THERE is a Knox hat war in Chicago. The participants are John T. Shayne, Willoughby, Hill & Co. and Siegel, Cooper & Co. John T. Shayne is selling Knox derbies at \$5, Willoughby is advertising them at \$3; Siegel, Cooper & Co. at \$2. Both Willoughby, Hill & Co. and Siegel, Cooper & Co. claim that their derbies are genuine Knox hats of first quality, without, however, containing the Knox trade-mark. John T. Shayne, who says he is the only agent of the g-nuine Knox hat in Chicago, makes the following interesting statements in an advertisement in the Chicago Journal of Octo-

> ber 14th: In every hat factory making enormous quantities of hats there are many hats imperfect. They are called "knockdowns." perfect. They are called "knockdowns." The sizes of such hats are filled out by regularly made hats of a \$24-per-dozen quality. These hats are in turn sold to "clothing" and other stores, with nothing to identify the make. The regular first-quality Knox hats cost every agent or store in the land \$39 per dozen, or \$3 s5 each. They each and every one have the well-known trade-mark, and none are genuine or first quality without this trade-mark. The knockdowns or under-test \$44-per-dozen hats do not have the Knox trade-mark in them. A few dozen of these hats were sold to a hand-me-down clothing store in Chicago, who at once violated their store in Chicago, who at once violated their agreement with the Knox factory. The Knox factory has been selling off the lower grades to clothing and other stores for over grades to clothing and other stores for over a quarter of a century, and no store for except a Chicago back number ever before tried to make the public believe they were selling Knox \$5 hats for \$1! When this announcement was first made I immediately notified the factory. They declined to fill any further

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers every where are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, book-lets, novelties, catalogues. Tell me your advertising troubles—perhaps I can lighten them.

as Ivory Soap.

I believe no other soap has so great

Do you suppose there is any connection between these two facts?

There may be other soaps just as good as Ivory. Probably there are. But people don't know it.

Procter & Gamble have hammered in the facts about Ivory Soap so persistently and so convincingly that there

is little chance of any other soap supplanting it.

Every Ivory Soap advertisement that you see is a good advertisement.

The drawings that are used in illustrating their ads are just as good drawings as you see any place. Many of them are made by the same artists who make the best pictures for the maga-

The men, women and children in the Ivory ads are lifelike, and they always look as if they would be good

people to know.

There is never any trouble in deciding the exact social position of the people who use Ivory Soap. From the advertisements one gets the idea that Ivory Soap is used in all of the very best places by people of refine-ment and intelligence.

The servants in the Ivory ads are all clean, bright, intelligent servants, who know good soap when they see it, and who are accustomed to working for people who demand the best

of everything.

We may not all of us be quite as swell as the Ivory ad people, but we can be just as swell as they are in the matter of soap, at any rate, because Ivory Soap doesn't cost much.

Of course all of this good advertising wouldn't be worth anything if Ivory Soap had not been good.

Advertising is simply news—history. The best of it simply tells the facts as they exist.

An article that can't be sold by having the truth told about it can't be made successful by advertising.

No other soap is so well advertised made a worthless article successful. But poor advertising has, hundreds of times, handicapped or killed the suc-

cess of a really good article.

Ivory Soap could have been advertised in such a way as to have made its sale one-millionth part of what it is to-day. The Celluloid Soap or some other soap would have been in the position of Ivory.

If anybody wants to see an ideal booklet let him send for the little one recently issued by Procter & Gamble, which has no title, but which begins: Questions Often Asked."

It tells the story of Ivory Soap in a few words convincingly. Its illustrations are of several kinds, but all most excellent.

The F. W. Roberts Co., of Cleveland, Ohio, are as wide-awake printers as I know of. They are persistent advertisers by means of booklets, circulars, blotters and other printed things.

A recent booklet of theirs was en-"On the Grounds of Economy." I think it should have been "On the Ground of Economy," but a small mistake of that kind doesn't prevent the booklet from being a good The argument it contains in favor of good printing ought certainly to be useful to other printers who read PRINTERS' INK.

Here it is:

MANY A MISTAKE

has been made through a desire to get printing done for a cheaper price than a good piece of work can be turned out. Printers who can turn out a mediocre booklet are named legion.

ARTISTIC PRINTERS

-those who employ brains, good taste, the latest types and the most novel papers—are few. To this class we belong.

The question is, does it pay to employ the mediocre class on the grounds of economy? One of these printers will charge you about ten dollars for one thousand eight-page booklets with cover.

THE POSTAGE

will cost you ten dollars, and you will cede that it is a waste of money to mail a booklet, in the present days of waste-basket I don't believe that advertising ever supremacy, unless it is uncommonly attractive. Add the cost of envelopes and address- tablishment it will fit four-fifths of all ing and you have a total expenditure of about twenty-five dollars.

ADD FIVE DOLLARS

to this and you may send out a booklet which would be so distinctive and rich that it would be kept on a busy man's desk as an example of what can be done in printing.

THE DIFFERENCE

in cost between sending out a booklet produced by an ordinary printer and for which he charges you ten dollars and sending out one from our press and for which we charge you fifteen dollars is but twenty-five per cent.

So much printed matter reaches the business man during a year that he grows callous to all except specially fine specimens of the printer's art. These he invariably saves and looks over from time to time in his leisure

moments.

THE WASTE BASKET

will swallow up that ten-dollar book-let! the fifteen-dollar one will be ensconced

in a pigeon hole. We are high-class printers, and we are also high-priced printers, in comparison to others, but we know by experience that you need the high-priced product to bring results and RESULTS ARE WHAT YOU WANT.

**

PORTLAND, Ore., August 12, 1896. Austin Bates, PRINTERS' INK, New Chas. York:

DEAR SIR—I avail myself of the invitation heading your Department of Criticism in PRINTERS' INK, and inclose herewith a copy of an advertisement that I would like to sub-mit to you for an opinion. I do not seek any notoriety or free advertising, but I would like your opinion, as an expert, on the same. In explanation I would say that I have used this cut of a cadet in connection with all my advertising and regular stationery for more than ten years.

Also can you tell me what the boardingschools in and around the East would spend on an average per year in advertising. How much as a total, or what per cent of their gross income? Would it be as much as 5 per cent? Yours very truly, J. W. HILL.

P. S.—This advertisement I generally run about three months in the summer in the Oregonian, the leading daily in our field.

BISHOP SCOTT ACADEMY. Founded 1870,

A boarding and day school for boys. Military discipline under a regularly detailed officer of the United States army. Primary, officer of the United States army, Primary, preparatory and academic departments. Classical, scientific, English and commercial courses. Thorough preparation for any college or scientific school. The academy has graduates in Yale, West Point, Massachus setts Institute of Technology, University of California and Stanford. Manual training will be introduced in 186-7. Boys received at any age. Good home influences; careful supervision of boarding pupils. Healthful location. For catalogues address

J. W. HILL, M. D., DRAWER 17, PORTLAND, ORE.

the rest of the school ads. If you will the moral, social and physical training

the military schools in the country

School advertising is nearly all bad advertising, because it is done by people who know absolutely nothing about advertising. The president of the college may be a very able man or woman, and may be educated within an inch of his or her life, but still know nothing about practical businesspractical advertising.

He may be able to run the very best school in the world and be able to advertise it in the very worst way in the

Why should they attempt to do it at They are the last ones in the world to do such a thing. They are specialists. They ask people to send their children to their institutions, because there they will be educated by those specially skilled in doing just They will tell you that one thing. that a man is foolish to attempt to educate his children in his own home, and yet they try to advertise in their own

Mr. Hill inquires what percentage of gross income is paid for advertising by the boarding-schools in the East. I don't know, but I know that it isn't enough. If they spent five or six times as much as they do their grossincomes would be much greater and their net proceeds would be much greater. There is hardly a school in the country that couldn't accommodate more pupils than it has, and the additional expense of taking care of them would be simply for the food they would eat. The same buildings, the same teachers, the same everything else would do for 110 scholars as well as for 100.

The trouble is that the schools are so stingy with their advertising, and tell so little in it, that nine-tenths of the people in the United States know

nothing at all about them.

The school ads are practically all ke. The courses of study in almost all of them are identical. Practically every school outlines its course of study with the idea that its graduates are going to enter one or the other of the great colleges. This, naturally, makesthe courses of study all alike, and it is, therefore, unnecessary to advertise

If I were sending my son or daugh-This advertisement is just like all ter to school I would care more about change the name and the date of es- than I would about the course of study.

I take it for granted that the course of study is right, or nearly enough right for all practical purposes. I don't believe that any president or board of trustees of a school would hire an incompetent teacher if they knew it. I am satisfied that my children are smart enough to learn something by absorp-tion, if in no other way. I am satisfied that almost any school will teach them as much as it is necessary for them to know. I am not satisfied that any school will take care of them physically and morally as I would like to have them taken care of.

As a sample of what I consider good school advertising, I submit the fol-

lowing:

ONLY 24 GIRLS.

Our school is small, 12 sleeping rooms, two-girls in a room, single beds. There are nine teachers and one matron.

Twenty-four girls, ten teachers; for our matron is a teacher in health, in manners, in

character.

We look after hearts as well as heads. We We look after hearts as well as heads. we teach kindliness, forbearance, womanliness, politeness, just as well as we teach writing, spelling, Latin, French, rhetoric.

We care for your daughter as you would care for her in your own home—if you could. We care for head, heart and health. Ours is a home school. Girls are happy here.

With for whatewer also you wight to know

Write for whatever else you wish to know. YOUNG LADIES' SEMINARY,

FREEHOLD, N. J. Miss Eunice D. Sewell, Miss Ada Sewell, Principals.

READY-MADE ADS.

Il do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

For Housefurnishing.

Believe Your Own Eyes.

Take a look and see if we're not low-est for the best of everything in house-furnishings. We know we are.

For a Clothier.

Look Everywhere Else and Then Come Here.

We are making a really great sacrifice to close out a very big stock of Summer Cloth--our regular stock-not goods bought for a sale. We should be untrue to our principles were we to carry over this season's goods to next—hence our annual clearance sale to clear the decks. It's a sale—that means a genuine sale, with every garment guaranteed. For a Bookbinder.

HOW DO YOU DO

when your volumes of magazines are complete? Do you lay them aside, thinking to have them bound sometime? or do you have them made into nice, pretty books be-

fore they get misplaced?
We bind them-strong and substantiala way that will ornament any book-shelf; and the price—you'll be surprised when you

For a Watchmaker.

The Very Finest Watch Repairing

possible to secure—you're assured of—if your timepiece is sent here to be repaired. Expert work only. \$1.00 for cleaning or mainspring.

For a Clothier.

Where All Can See.

We hold up our garments for the we note up our garments for the inspection of all. We are not afraid of close scrutiny by the public. All we want is care-ful examination and we are sure the goods will advertise themselves. We are the lead-ers in first-class clothing. You will be bene-fited by calling to see our choice selection of suits and overcoats before making your fall purchase.

For Carpets.

We Make and Lay Carpets Free!

No other dealer will do as much. We make no charge for much. We make no cnarge for the waste in matching figures; any other dealer would stand aghast at such a proposition. Again we say: Don't take any chances Let us furnish your house. Your credit is good.

For a Clothier.

If You Need a New Pair of Trousers

you never will have a better chance to get them. We have marked them down so low that you will be getting gold dollars for fifty cents. Don't delay, as such chances seldom come. Our line of seasonable fabrics is hard to match.

For Silks.

A Rare Occasion For Silk Buyers

Ready money and quick decision on our part, and this lot of one hundred pieces of Fall Dress Silks are here to-day as you have never known them before. Silks for waists, silks for skirts, silks for dresses, silks that silks for skirts, silks for dresses, silks that are reliable, comprise the collection, and while the standard of silk goodness has been maintained, the standard of values has been greatly lowered. It's a trade incident that no woman can afford to skip. The selling starts to-day.

HERE, THERE AND EVERYWHERE. By Oscar Herzberg.

A political campaign is always characterized by half-truths offered as arguments. The present campaign is par-ticularly fruitful in this respect. The principal stock in trade of many free silver orators appears to consist of tirades against corporations and syndi-The multitude is assured that if corporations and syndicates did not exist wealth would be more rapidly produced and more evenly and justly distributed. The proletariat cheers, of course. But the fact remains that the corporation and the syndicate have been among the most potent factors in developing American industries

Every tendency of the day is toward centralization: toward combining individual and inadequate forces into one adequate and moving force. small business of half a century ago has given way to the corporation, and latterly, the syndicate, which is but an aggregation of corporations, sweeping all commercial difficulties before it by its command of men and money. the corporation and the syndicate we owe our railroads, as well as the development of all industries that require great capital. They are necessary in every great commercial enterprise. To the corporation and the syndicate thousands of workingmen are indebted for employment. Not, mind you, because the corporation and the syndicate have any affection for the workingman, but because they need him. And on the other hand, the workingman does not feel any tenderness toward corporate interests; he works for them because they pay him. Each is dependent upon the other; the fall of one means the other's collapse. The political agitator who attempts to fool the ignorant by making them believe that labor can exist without capital either lacks honesty or he lacks intelligence. Perhaps both.

And of what, after all, do corporations consist? Take a banking corporation. Is it not an aggregation of the savings of many thrifty people, having no superfluity of money, but who, by hard labor and self-denying habits, have succeeded in laying a little by? They are the great "creditor class" against which the Populistic orators rant and rear. Their savings are deposited in numerous savings banks, and these banks do a "creditor" businesswith the money—that is, lend it to capitalists who need it to develop business. When you legislate against the "creditor class" you legislate against every workingman, every clerk, whohas been thrifty and wise enough to deposit a little in a savings bank or to buy a share of stock. They are the "creditor class," and the best class in the nation. To them business looksfor capital and the nation for commercial strength.

The Kneipp cure fad in New York has produced a new form of advertising. A bevy of girls determined totry the cure and, adjourning to Central Park, took off shoes and stockings. The display of feet was funny. Hardly a girl but had a corn, an abrasion or an inflamed joint. Presently the party was joined by a lady whose feet appeared to be perfect-delicately mani-cured and nurtured. Observing that all eyes were turned upon her feet, the lady excused herself and began to expatiate upon the merits of the physician who had brought them to that condition. The girls immediately decided to patronize that pedicure. And now they have learned that the lady with the perfect feet draws a salary from the physician in question for scattering his praise broadcast wherever a group of Kneipp cure faddists congregate !

The recent death of Du Maurier suggests the thought that an advertising fad soon runs its course. The Trilby shoes, pies, ties, etc., have all disappeared. The name of the erstwhile (amous book is no longer a name to conjure with. The book itself has been relegated to its true place as an ephemeral production of the day.

Pictures of pretty women, or of winsome, sunny-faced children, are among the greatest eye attractors that the advertiser can utilize. Especially do pictures of the "little ones" appeal to every woman. The success of the Wool Soap babies, the Crystal Soap children, and many others, proves the truth of this. Even a crusty old bachelor will unbend at the sight of a tiny human face full of infantile beauty and innocence.

Ans to sell pipes should draw well.

A REALISTIC REPRESENTATION.

One of Chicago's big department stores which is fortunate in having large show windows exhibited a village grocery store as a display recently. The representation was realistic. Shelves on the sides and back were piled full of canned goods, bottled goods, boxed goods and everything that belongs to boxed goods and everything that belongs to a line of staple groceries. Across the rear ran a counter equipped with scales and a show case and loaded with cheese, fancy crackers in glass cases, etc. In front of the counter and at the sides were sample bags and boxes of everything from potatoes to dried apples, all displayed and labeled in true country store fashion. The grocer, just the kind of a man you would expect to see in such a store, with his sleeves rolled up and his apron on, stood behind the counter wait. his apron on, stood behind the counter wait-ing upon a lady marketer. The lady was recognizable as a neat and industrious houserecognizable as a neat and industrious house-wife, and over her arm she carried a market basket half full of purchases already made. The signs about the store were true to life and helped, with their rural flavor, to make the display an attraction. Here are some of them: "Our Prices Cheapest in the Village," "No Sand in Our Sugar," "Coal Oil, Collar Buttons and Cheese, Cheap," "Big Bargains During Harvest," "We Sell for Hard Cash Only, on Easy Payments," "Don't Forget the Husking Bee at Bill Jones' To-night," "Hard Apple Cider,"—Dry Goods Reporter.

RAISON D'ETRE.

"I have at last discovered why daily pa-pers are published."
"I didn't know there was any mystery about it. Isn't it to furnish the news up to

Truth.

date ! date? "
"No, indeed. The Monday, Tuesday and Wednesday issues are to tell you what a grand paper they published last Sunday; and the Thursday, Friday and Saturday ones are to tell you what a magnificent one they're going to publish next Sunday."—

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



" THE AMERICAN PRESSMAN."

ARRANGED BY STATES.

Advertisements under this head 50 cents a line.

Must be handed in one week in advance.

CALIFORNIA.

SOUTHERN CALIFORNIA'S matchless paper, Los Angeles Thues. Circ'n over 18,000 daily.

ILLINOIS.

THE Alton, III., SENTINEL-DEMOCRAT has the largest circulation of any daily paper in Southern Illinois.

INDIANA.

HE PLYMOUTH INDEPENDENT is the only daily published in Marshall County, Indian which has a population of 24,900.

IOWA.

DUBUQUE HERALD, founded 1836. Family increasing. Is it on your list?

OUT of a total of 839 weeklies published in Iowa the Sabula GAZETTE is one of only 194 hav-ing a circulation in actual figures.

MICHIGAN.

DETROIT COURIER. The family and society paper of Wayne County. 30 years old. 50 cents per inch, 10 per cent off cash with order.

MISSOURI.

CAZETTE, West Plains, Mo., leading paper in county. Best farming and fruit-growing district in West. Write for rates.

MONTANA.

HELENA INDEPENDENT - 6,400 Daity, 6,600 Sunday, 3,325 Weekly, guaranteed. Leading newspaper in the Treasure State. H.D. LACOSTE, 38 Fark Row, New York, Eastern manager.

NEW JERSEY.

I F you know any one in Monmouth County, ask him if he knows the Red Bank REGISTER. Nine times out of ten he will tell you it is the best paper in the county.

NEW YORK.

RINGHAMTON LEADER.

BINGHAMTON LEADER, the tea table favorite.

DINGHAMTON LEADER, leading afternoon paper and the favorite family medium.

INGHAMTON LEADER, the home paper, filled full of live local and general news; no boiler plate, no fake features, but a legitimate paper commanding the confidence of its constituency.

Commanding the connection of its constituency.

Disgramman and the constituency.

Disgramman and the constituency and that city, commanding the respect and confidence of readers and advertuers alike, both at every issue 1886, Daily 8,765; Weekly, 6,509. More circulation weekly than all the other Binghamton weeklies combined. THE S. C. BECKWITH SPECIAL AGENCY, Sole Ages, Foreign Advertising, New York and Chicago.

NORTH CAROLINA.

A DVERTISERS want the best. The Charlotte Naws has the largest circulation of any daily page, and the MECKLEMBURG TREE has the latence, and the MECKLEMBURG TREE has the latence and the latence of the l

OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WERKLY TIMES NEWS, 14,000 daily, 4,500 weekly.

L CADING daily and weekly papers in Eastern Ohio. The VINDICATOR, Youngstown, 8,400 d., 8,400 S., 6,000 weekly.

PENNSYLVANIA.

I NTELLIGENCER, Doylestown, Pa. Oldest pa-pers in the county—weekly established 1898, daily established 1898, stanchest papers in the only exclusively home-made papers in the county, never having resorted to plate matter nor patent sheets. Send for map showing circulation. PAS-CHALL & CO, Doylestown, Fa.

TENNESSEE.

CHATTANOOGA, Tenn., has 50,000 people. The EVERING NEWS has 53,500 readers. It is an up-to-the second of the second of the second report, increased the second report, increased the second of the sec

TEXAS.

GALVESTON TRIBUNE.

(LALVESTON TRIBUNE, a money winner.

GALVESTON TRIBUNE, the most influential.

Galveston Tribune, prosperous and pow erful. Leads the afternoon procession.

GALVESTON TRIBUNE makes money for it-elf and will make it for you. Thoroughly up to date, with all modern mechanical appli-ances. A live paper for live people.

CIALVESTON TRIBUNE, every copy counts. City circulation larger than any newspaper in Texas. A dividend-paying medium, backed by the brains and capital of the city.

OUT of 575 weeklies published in Texas the At-lants CITIZENS' JOURNAL is one of only 121 having a circulation in actual figures Its circu-lation is the largest of any paper in Cass County.

CALVESTON TRIBUNE, Daily four pages, Sunday welve pages and Weekly eight pages, all live, prosperous papers, published by the Galveston Pub. Co., W. F. Ladd, Pres.; Chas. Fowler, Vice Pres.; George Sealy, Troas.; Fred Chase, Vice Tres. and Bus. Sahan.; Clarence Ousley, Editor. S. C. Beckwith Spec. Ag cy, sole agents.

VIRGINIA.

L YNCHBURG NEWS has the largest circulation of any paper west of Richmond. Has only one rate for advertising. No "special" prices to any one. Any information of H. D. LACOSTE, 38 Park Row, New York, Manager Foreign Adver-

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the Times, has the largest circulat north of San Francisco.

WISCONSIN.

OPERIOR makes 23,000 barrels flour every twenty-four hours. This is only one of her many industries. She has largest coal dooks in the world. The TRLEGRAM is the leading paper in Northern Wisconsin, 5,000 daily. Adv. rates of H. D. L& COSTE, 38 Park Row, New York.

WEST VIRGINIA.

THE MARTINSBURG WORLD is the only daily published in Berkeley County, West Va., which has a population of 18,702. Best weekly.

CANADA.

\$6.00 A line yearly. 30 best papers in Prov. Quebec. E. DESBARATS, Ad Agency,

THE Woodstock SENTINEL-REVIEW is the only daily published in the great Oxford dairy listrict, Ontario, which has a population of over

OUT of a total of 80 monthlies published in On-tario the Grimsby Canadian Honticula-turest is one of only 17 having a circulation in actual figures. Its circulation is the largest of any horticultural and floricultural paper in the Dominion of Canada.

HAWAIIAN ISLANDS.

STAR-Daily and weekly. paper of the country. completely. Honolulu, H. I. The live, popular Covers the group

Displayed Advertisements.

30 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

STAMPS FOR COLLECTIONS—Send

Lynchburg NEWS (2,600 B. & S.

TOPEKA, KANSAS
Circulation 7,600 guaranteed—larger circulation than any other Kansas weekly. For rates,
etc., address C.Geo. Krogness, Marquette Bidg.,
Chicago, Ill., Western Agent.

The Evening Journal.

JERSEY CITY, N. J. Average Daily Circulation for 1895, 14,362.

Guaranteed by American Newspaper Directory.

Packed Without Glas TEN FOR FIVE CENTS.

TEN FOR FIVE CENTS.

This special form of Ripans Tabules is prepared from the original preserption, but more economically put up for the purpose of meeting the universal modern demand for a low price. Both the propose of meeting the universal modern demand for a low price. Both the propose of meeting the modern demand for a low price. Both the propose of the propose of the propose of the price of the propose of the price of the pr

"New England's Family Paper

THE PORTLAND

These facts are of value to practical advertisers

s. The Transcript is a 12-page paper, six columns to the page. ments appear on 10 pages.

2. The Transcript seldom has room for over 13 columns of advertising.

3. The Transcript charges for run of paper ads it cents of paper ads 15 cents per Agate line, with the usual time and space dis-

4 The circulation of the Transcript

23,000 Copies.

These facts mean that your ad, taken at run of paper rates, would probably appear next pure reading matter at least half the time; and would be seen by 125,000 of the best people of New England.

TRANSCRIPT CO. Portland. Maine.

Have **Enriched Others**

Can Enrich You.

Good advertisers should try the columns of the . . .

RACINE **EVENING TIMES**

AND

UTLEY'S DOLLAR WEEKLY

TIMES circulation 2,450 daily. UTLEY'S DOLLAR WEEKLY, 4.000. Both guaranteed.

For Rates, Address

GEO. L. ERHARD, Adv. Manager,

Superior Copper-Mixed Type, BARNHART BROS. & SPINDLER, 183, 185 and 187 Monroe St.

CORRESPONDENCE DEPARTMENT.

Chicago, October 6th, 1896.

DES MOINES DAILY NEWS.

Des Moines, lowa,

GENTLEMEN: We find ourselves saying with Fosephine, our old friend of Pinafore, "How ever could he do it?" when we look at the record of THE NEWS and its circulation. It certainly is wonderful these hard times to see the circulation keeping up and still more wonderful to see it grow. It is a credit to you and we hope that you will, when times get fresher, have a still better showing.

With best wishes and hoping we shall bave many orders from you as a result of your activity and enterprise, we are. Yours truly.

BARNHART BROS. & SPINDLER.

Average Sworn Circulation of the Des Moines, Iowa, 15,157 Daily News, for 6 months ending Sept. 30, 1896 ... 15,157

From Ocean To Ocean

20,36

The Union Gospel News

Finds its Way

Being undenominational and reaching thousands of homes not reached by any other paper of its kind.

Advertisers know its value, Published every Thursday. Write for sates.

Address

غر غر ...The...

Union Gospel News,

The Hrgus,

ALBANY, N. Y.

EIGHTY-FOURTH YEAR.

At the Capital City of the Empire State.

The Political struggle of the Fall of 1896 will be the greatest this Nation has ever experienced. New York State will be the great Battle Ground The Six Million People in its confines will read every day of this great battle in the columns of the leading newspaper,

The Albany Argus

(Daily, Sunday and Semi-Weekly)

the oldest and acknowledged leading Democratic Paper of the State, under new editorial and business management.

Nearly half a million people read its columns every day. Sagacious advertisers make their announcements in its columns.

Rates, sample copies, etc., on application.

THE ARGUS CO.,

Broadway and Beaver Street, ALBANY, N. Y.

IDILY TO THE PARTY OF THE PARTY

Stick your little story

in the thrifty homes of Brooklyn. Do you know how to do it? It's easy enough—the Brooklyn

STANDARD UNION

has a warmer spot in the households than any other Brooklyn paper. Do you believe it? Ask any Brooklyn woman about it. There's spending money in the pockets of those who read the STANDARD UNION.

DO YOU PUBLISH A NEWSPAPER ?

Are you keeping a record of your issues?

Do your actual issues average more than a thousand copies?

If so, you can have the exact figures inserted in the American Newspaper Directory for 1897, showing the actual average issue or sale during the entire year 1896. It will cost you nothing—provided you furnish the requisite information, duly signed and dated, and in a form that will insure the information being definite.

Circulation statements to insure attention should cover every issue in 1896, and be sent in not earlier than January 2d or later than January 16th,

All communications should be addressed

Editor AMERICAN NEWSPAPER DIRECTORY,

10 Spruce Street, New York.

o Cents a Copy.

\$1.00 a Year

GODEY'S MAGAZINE.

Advertising forms of the December number will be held open until November 8th. This is done for the benefit of advertisers who are awaiting the result of the National election.

November number now on sale look at it. The December number will be a special Christmas number.

Guaranteed circulation for 1896, one million copies.

Send for rate card.

THE GODEY COMPANY,
52 Lafayette Place, New York

The Christmas Number

THE NEW YORK

DRAMATIC MIRROR

PROTABILIQUED TAN A 1979 1

will be published about November 28, and will be, as it has been in former years, the finest Xmas issue in America. It will have the largest circulation of any Theatrical publication in the world, probably more than all others combined.

For advertising rates write to

HARRISON GREY FISKE, Editor and Proprietor. 1432 Broadway, N. Y. TELEPHONE 621-28.

1806

SEND FOR RATES

for advertising space in

Faulkner's Magazine

At fifty cents a year it is the cheapest monthly fashion magazine published. The circulation is guaranteed and proven to be over

50,000

copies each and every issue. Forms close on the 25th of the month.

Faulkner's Magazine, 23 Park Row, New York.

PRODUCING DOLLARS

presses produce Dimes!
That's what increased earning capacity means in those two unrivaled machines!





and The "CENTURY" PONY.

We build both!

Campbell Printing Press & Mfg. Co.

6 Madison Avenue, New York 334 Dearborn Street, Chicago

Catalogues

WANT to get more catalogues to print. I am well fitted to turn out excellent work in this line. I have just delivered two catalogues, one for a clock company and the other for a whole-sale liquor concern. They are both artistic pieces of work and are the best of the kind ever turned out in either line.

The liquor one I wrote, illustrated and designed throughout. It represents my best talent, and gives an accurate idea of what I can do.

I want to hear from concerns wishing to get out a really artistic catalogue. I want to turn out as many of next year's bicycle catalogues as I can get hold of. I have the facilities for doing the best work in this line and will be pleased to prepare estimate, 'furnish dummy and give a general idea of what I will do if given order from those who mean business and want really good work.

Address, with full particulars, sending copy of your last year's job for my inspection,

WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce Street, New York.

Without a Cut M



My Prices
-areReasonable

Most advertisements fail to catch all eyes. It may be humorous, quaint, graceful, photographic, whatever fits the ad best; but A PICTURE you must have.



Give me the gist of your advertisement, and I will give you the right illustration.

FRANKLIN KING, ILLUSTRATOR,

4 Warren Street,

New York.

YOU DON'T NEED_

A MAGNIFYING GLASS TO ASCERTAIN THE COUNTRY COVERED BY

The Salt Lake Tribune

JUST REFER TO THE MAP. : : : ONE PAPER FOR SIX STATES.

Covers an area of 629,019 square miles, or more than nine times the area of all the New England States.







"It is not an increase in the volume of money which is the need of the time, but an increase in the volume of business. Not an increase of coin, but an increase of confidence."—

WM. McKinley in his Letter of Acceptance,



The Cleveland World

We are getting the increase in business right along, bad as times are, for the simple reason that the business men of Cleveland have confidence in The World as a first-class advertising medium, and know that by keeping their names prominently before the public they will reap returns from their investment when good times come again.

During the month of August just

past The World printed

90 Columns

more display advertising than during the corresponding month of last year.

No other paper in Cleveland can show anywhere near such an increase in business for the same period.

THE WORLD PUBLISHING CO., CLEVELAND, OHIO.

ROBERT P. PORTER, President.

LEONARD DARBYSHIRE, Business and Advertising Manager.



THE "LAUGHING WATER"

Made famous by Longfellow's poem and its own wondrous beauty, : :



MINWEHAHA PALLS

Is not more generally known and admired than

THE HOUSEKEEPER

published semi-monthly in the city by the falls.

Tens of thousands visit Minnehaha every year.

The HOUSEKEEPER enters a hundred thousand homes twice a month.

A potent factor in the home life of its readers, it makes its great influence felt in behalf of its advertising patrons.

THAT'S WHY IT PAYS ADVERTISERS.

The Housekeeper Corporation, Minneapolis, Minn.

CHICAGO: BOYCE BUILDING.

W. J. KENNEDY in charge.

NEW YORK: 401-2-3 TEMPLE COURT.

> C. E. ELLIS, Manager.

BOSTON: 64 FEDERAL ST.

E. R. GRAVES in charge.

A Large General Advertiser

Was persistently solicited to include, in his Peoria list of dailies, The Evening Times. He just as persistently declined; but one day, about a month ago, his traveling representative stopped at Peoria, and after making diligent inquiries as to the status of the various papers, at once saw the logic of the situation and his advertising is now appearing in the :: :: :: :: ::

EVENING TIMES

Are you similarly situated? Address the Eastern or the Western office.

150 Nassau Street, PEORIA, NEW YORK.

ILLS.

"Many are called, But few are chosen."

Syracuse Post = =

is the "chosen" representative of the good people of Central New York.

STRONG, VIGOROUS and CLEAN.

FAMILY Copies Daily. RICHARDSON

CACULATION Weekly.

Indorsed by the Colleges, Churches, Schools, Merchants, Doctors, Manufacturers and Business Men's Association. * * * * *

The Post sets the pace and heads the procession. * * * * *

A. FRANK RICHARDSON,

New York,

Chicago.

The Kansas **City World**



Is the only Newspaper published in Kansas City which gives a sworn statement of its daily circulation to advertisers at home as well as abroad.

KANSAS CITY, Mo., Sept. 28, 1896. For the week ending Saturday, September 26, the circulation of the KANSAS CITY WORLD was as follows:

Sunday, Sept. 20, .									28,035
Monday, Sept. 21,									27,385
Tuesday, Sept. 22, .									27,225
Wednesday, Sept. 23,									27,380
Thursday, Sept. 24,									27,475
Friday, Sept. 25,									28,135
Saturday, Sept. 26, .									27,835
TOTAL Daily a	ra	ge	fe	or ·	7	day	ys,	•	193,470 27,638

We hereby swear that the above statement of circulation is true and correct.

L. V. ASHBAUGH, Business Manager. L. A. NOURSE, Pressman. Sworn to and subscribed before me this 28th day of September, 1896. JOSIE MAY KEMP.

Notary Public. SEAL . My commission expires October 7, 1899.

\$1,000 forfeit will be paid any person who successfully assails these figures.

THE WORLD, Kansas City, Mo.



A. FRANK RICHARDSON.

Chamber of Commerce, Tribune Building. CHICAGO. NEW YORK.

> Red Lion Court, Fleet Street. LONDON.

To Reach the Home...



The St. Louis Star

Is delivered daily in more homes in St. Louis than any other newspaper.

It is the only afternoon Republican newspaper in Republican St. Louis.

Its circulation has been built up on merit alone.

It carries more week-day advertising than any other newspaper in St. Louis.

Its growth has been the most phenomenal. It reaches the people. It is the people's organ.

Circulation Guaranteed to exceed 50,000 Daily.

You cannot reach the homes of St. Louis without the St. Louis Star.

TO LEARN ALL ABOUT Consult EIKER, you know him, RATES, ... It Tribune Building, New York.

The National Tribune

Library.

A Weekly Series of Historical Text-Books.

No. 1. Statistics of the War.—Containing the number of troops furnished by each State, losses on both sides and complete statistical data relating to the Rebellion.

No. 2. Lincoln's Words.—The Gettysburg Address, Second Inaugural, and copious extracts from speeches and letters.

No. 3. Misce laneous Memoranda.—Dates of the great events relating to the opening and close of the War of the Rebellion; Physiological Statistics of the Army; List of General Officers killed on both sides.

No. 4. Pension Statistics.—Number on roll of each class; expenditures, etc.

No. 5. History of Slavery in the United States.—By John McElroy. Its introduction; Early Efforts at Emancipation; its stimulus the Cotton Gin; Struggle in Congress about extension into the Territories; Emancipation. Illustrated by Portraits.

No. 6. President Monroe and His Doctrine.—By Byron Andrews. Biography of Monroe, History and Text of Doctrine, Olney's Letter and Cleveland's Message, Portrait, Map, etc.

No. 7-8 (Double Number). Commanders of the United States Army.—By John McElroy. Contains splendid full page half-to e etchings of the best-known portraits of the 17 Commanders from the adoption of the Constitution to the present time; a sketch of each; strength of the Army at various dates.

No. 9. The Story of Cuba.—By Byron Andrews. History of the Island from the Discovery by Columbus to the Administration of Weyler. Map and 16 illustrations, including portraits of Gomez, Maceo, Campos, Weyler and other leaders on both sides.

No. 10. The Life of Maj.-Gen. George H. Thomas.—By John McElroy. A sketch of the life of the distinguished Commander of the Army of the Cumberland, with half-tone portrait.

No. 11. Life of Maj. Wm. McKinley .- By John McElroy.

No. 12. Life of Gen. P. H. Sheridan.—By John McElroy. Illustrated

OTHER NUMBERS OF GREAT INTEREST WILL FOLLOW.

Terms \$2 a year. Five cents a copy, except double numbers 7-8, 10 cents. Any six numbers for 25 cents, counting 7-8 as two numbers. Sent postpaid.

THE WHOLE DOZEN, 50 CENTS.

THE NATIONAL TRIBUNE,

1729 New York Avenue, WASHINGTON, D. C

\$75 worth for \$27

OFFICE OF OPPENHEIMER & Co.,) 30 EAST THIRD STREET, CINCINNATI, O., Jan. 13, 1896.

P. I. Yonzon, New York:

DEAR SIR—We take pleasure in voluntarily stating that your inks have proven very satisfactory, and we do not hesitate to say that they are as good, and in some cases better, than any we have ever used. We think that 50 per cent on the average would be a fair estimate of our saving. We emphasize the foregoing with another order, and mail you, under separate cover, our calendar done in some of your inks.

Very truly yours,

OPPENHEIMER & CO.

| DEAR SIR—Please ship following goods to us at once, and find check inclosed for same:
3 cans best 3 for \$1.00 Job Black. \$3.00
5 cans best 3 for \$1.00 "Carminated" Red. 5.00
5 lbs. Golden Bronze Brown Lake, No. 12 (8 ½-lb. cans and 3 1-lb. cans). 5.00
5 lbs. Golden Bronze Brown Lake, No. 12 (8 ½-lb. cans and 3 1-lb. cans). 5.00
6 lbs. 3 for \$1.00 Medium Blue. 2.00
1 lb. Peacock Blue, ½-lb. cans. 1.00
2 lb. Parsy Brown, ½-lb. cans. 1.00
2 lb. Pansy Brown, ½-lb. cans. 1.00
2 lb. 5 for \$1.00 Medium Blue. 1.00
2 lb. 5 for \$1.00 Cans. 1.00
2 lb. 5 for \$1.00 Cans. 1.00
2 lb. 5 for \$1.00 Cans. 5.00
2 lbs. 6 for \$1.00 Cans. 5.00
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2 lbs. 5 for \$1.00 Cans. 5.00
2 lbs. 5 for \$1.00 Cans. 5.00
2 lbs. 6 for \$1.00 Cans. 5.00 Cans. 5.00
2 lbs. 6 for \$1.00 Cans. 5.00 Cans. 5.00

\$27.00

Very truly yours,

OPPENHEIMER & CO.

The above order, if sent to any of my competitors, would cost Messrs. Oppenheimer & Co. seventy-five (\$75) dollars, but of course it would be charged up to their account and they could pay for it with a six (6) months' note, with the privilege of renewing same at maturity. To secure my inks they had to send their check for \$27.00, but by doing so they saved nearly fifty (\$50) dollars. Sometimes it is hard for a printer to send the cash, but it is much better for him to borrow it than to be compelled afterward to pay three times my prices. There would be fewer failures and more happy printers if they all did business with me. I have no agents. I keep no books. I give my customers the benefit in a low price. If you care to pay cash for your inks it will pay you to send for my price list. Address

PRINTERS INK JONSON.

8 Spruce St.,

New York.

I sell the best news ink ever made for 6 cents in 25 lb. kegs, and 4 cents in 500-lb. barrels, The finest Carmines, Purples and Bronze Reds ever produced I sell for 50 cents a 1/4-lb. can. Any other ink under the sun I am glad to match for 25 cents a 1/4-lb. can—four for one dollar.



Nerve always wins!



It is only the weak and hesitating who fail to grasp the opportunity to get rich. The man of nerve advertises boldly all the time. You'll find his card in the ::: ::: :::

STREET CARS

and he's a winner every time, as he places his contracts through us and gets what he buys.

GEO. KISSAM & CO.

253 Broadway New York



A CONVINCING ARGUMENT

of the above character is necessary to use with some people. The most convincing arguments in advertising are good, interesting and terse cards in the

Street Cars

Everybody reads 'em and don't need a club to do it. — — — Write us for a list of the right cars to use.

GEO. KISSAM & CO.

253 BROADWAY, NEW YORK.

10 Lines 700,000 copies \$30

For a Check for \$30 we will insert a ten-line Advertisement once in all the five Weekly Newspapers catalogued below:

SATURDAY BLADE, Chicago, Ill.
LEDGER, Chicago, Ill.
WORLD, Chicago, Ill.
TELEGRAM, . . . Elmira, N.Y.
SATURDAY GLOBE, Utica, N.Y.

The aggregate circulation of these publications exceeds seven hundred thousand copies each issue. Ten lines will accommodate about 75 words. 700,000 copies for \$30.

~~~ADDRESS~~~

### The Geo. P. Rowell Advertising Co.

"THE ROOKERY," CHICAGO. IO SPRUCE STREET, NEW YORK.